

11.0 PUBLIC PARTICIPATION COMPONENT

11.1 Introduction

Public participation is crucial to ensuring the effectiveness of the Storm Water Protection Program. Public participation comes in two forms: 1) participation in implementing the program and 2) providing a forum to solicit feedback from the public for improving the program. Public participation allows the residents, businesses, interested parties, and stakeholders to express their concerns and provide creative solutions before final decisions are made. The City will continue to lead and/or contribute to several public participation opportunities during the Permit cycle. The goal is to ensure that the Carlsbad community has a vested interest in solving storm water problems and has a general understanding of watershed protection. The Public will be encouraged to attend public meetings, outreach events, workshops, City Council meetings, and other events throughout the City.

11.2 Public Meetings and Hearings

The public has numerous opportunities to attend meetings, at the watershed and regional levels, where they can learn about the City's implementation of the JURMP and have their concerns addressed. The public meetings include:

- Carlsbad City Council Meetings: The City Council meets on the first four Tuesdays of every month at 6:00 p.m. These meetings are open to the public and televised live on Tuesday night on Cablevision Channel 3 and replayed Wednesdays at 8 AM and 2 PM. Videotaped copies of the Council meetings are available at the two Carlsbad libraries. City Council Agendas are prepared by the City Clerk's office and are available on the Friday prior to the City Council Meeting or through a subscription email service. Copies of the agenda and public hearing notices are available on the City's web site at www.carlsbadca.gov. Council Agenda Packets are available for review at the City Clerk's office and at the Carlsbad Library on the Friday prior to the City Council Meeting. City Council Minutes are prepared by the City Clerk's office and are the permanent record of proceedings of each City Council Meeting.
- City Boards, Commissions, and Committees: Residents can also become representatives on various City committees. The City Clerk's office maintains a current list of City Boards, Commissions, and Committees, current vacancies, meeting dates and times, and coordinates all appointments to these positions
- Planning Commission Meetings: The Planning Commission is comprised of seven members appointed by the City Council. This commission makes recommendations to the City Council regarding implementation and updating of the General Plan. When needed, they also provide recommendations to the Council regarding policy issues that affect long-range planning. They review development projects, provide recommendations to the City Council, provide reports to the City Council on the Local Facilities Management Plans, review the annual CIP for consistency with Growth Management Program, identify potential problems and opportunities facing the City, and suggest special studies when appropriate.
- Regional Copermittee Committee Meetings: The public is invited to attend various Copermittee Committee Meetings, including Management, Outreach, Monitoring, and other subworkgroups.

11.3 Feedback Mechanisms

In addition to the feedback opportunities available through public meetings and hearings, there are also a number of additional mechanisms available for the public to provide feedback.

Hotline and E-mail Address

The public is encouraged to provide input and feedback on the Storm Water Protection Program implementation. In addition to the public meeting opportunities detailed above, the public can call the storm water hotline to request information, provide comments, or report suspected illegal discharges to the MS4. In addition, the public can send e-mails directly to the Storm Water Protection Program at stormwater@ci.carlsbad.ca.us. There are also several other public contact phone numbers and City e-mail addresses available for public use. Other City departments' forward comments and questions to the Storm Water Protection Program as needed. The public can also access a Storm Water Protection Program web page through the City's website which provides information about the storm water requirements and BMPs.

The public can use the Environmental Programs hotline and e-mail address to obtain information about HHW, trash, and recycling programs. The City's RFA system tracks calls about Environmental Programs comments and questions from residents.

Direct Interaction

The City continues to rely on the interactions between City staff and the public to convey messages about storm water and pollution prevention. City staff receives targeted training to increase their understanding of urban runoff issues. Staff interaction with the public also provides additional opportunities for the City to obtain direct feedback about BMPs, ordinances, and pollution prevention efforts.

Public Surveys

The City conducts an annual *Public Opinion Survey* of Carlsbad residents. The survey entails a random-Digit dial methodology of over 1,000 residents to obtain information about attitudes and knowledge of City services, facilities, and issues, and also includes demographic questions for further analysis and interpretation. There are questions related to storm water quality included in the surveys. Surveys help the City understand how the public perceives storm water which can help foster better planning and management programs. The City publishes the results of the *Public Opinion Survey* in its annual *State of Effectiveness Report*.

General Outreach

Efforts through printed ads, newspapers, press releases, media interviews, PSA's, the Community Calendar, City guides, brochures, water bill stuffers, and other publications are used to keep the public informed of storm water requirements, updates, and public participation opportunities.

11.4 Community Events and Volunteer Efforts

The City's Community Volunteer Coordinator administers outreach and involvement programs for Carlsbad residents. This position has continued to find volunteers to assist the Storm Water Protection Program with various activities, including cleanup events. The City participates in several community events held in Carlsbad and other locations across the County. The typical events that the City participates in are listed below.

- Senior Health Fair
- Jazz in the Park
- Hot Rods & Cool Treats
- Fiesta del Barrio
- Health & Education Expo
- Lagoon and Beach Clean-Ups
- Citizen's Academy (2 x year)
- Fall Festival at the Ranch
- Holiday at the Rancho
- Hosp Grove Community-Wide Clean Up
- Agua Hedionda Lagoon Water Festival
- Carlsbad HS Career Day
- Children's Day at the Flower Fields
- Public Works Fair
- Trail Blast
- Outreach - Pacific Rim School
- Water Conservation Calendar Contest
- SD County Fair

Clean Up Events

When possible, the City sponsors an annual "*Buena Vista Creek Clean Up*" event. Volunteers collect trash and recyclables along Buena Vista Creek. The clean up efforts are a part of the annual California Coastal Cleanup Day. Common items found include fast food containers, recyclable glass and plastic beverage containers, and cigarette butts.

The City may also sponsor clean up site for the annual Regional Creek to Bay Clean Up event. County-wide, the Regional Creek to Bay Clean up has the highest turnout with just over 2,500 volunteers helping out at 41 cleanup sites. For the Carlsbad event, the City will consider sites where a significant amount of debris and litter typically accumulates.

Citizen's Academy

Twice a year, the City hosts an event called "*Citizen's Academy*." This seven-week course (one night per week) teaches residents about City government and how public services are provided. This provides an excellent opportunity for citizen participation in City government. An overview of the Storm Water Protection Program, including Permit requirements, program activities, and residential BMPs are presented at the events.

Storm Drain Stenciling

Stenciling storm drain inlets with "*No Dumping – Drains to Ocean*" messages reminds citizens and businesses not to pollute waterways. Stencils are available upon request to businesses and residents who are interested in stenciling private storm drains. Public inlets are marked by the Streets Department.

Composting Workshops

The City sponsors workshops geared at educating residents about the benefits of composting. At the workshops, residents receive information on water conservation, mulching, plant selection, vegetable peels and turning leaves, and the basic techniques necessary for successful composting. These educational workshops also clearly demonstrate the relationship between water conservation, solid waste, and storm water. Residents are also provided with information on alternative chemical products, including integrated pest management, and given information on the City's HHW collection facilities.